M3 – ORGANIZATIONAL MANAGEMENT
(Managerial Level-1)
Practical Industry Knowledge (PIK) Stream

INTRODUCTION

This course covers Income Tax Ordinance, 2001, the Income Tax Rules, 2002 and indirect tax Laws such as the Sales Tax Act, 1990, Sales Tax Rules, and Federal Excise Act as amended to-date. The objective of this course is to equip the students with an in-depth knowledge of direct and indirect tax laws applicable in Pakistan.

OBJECTIVES

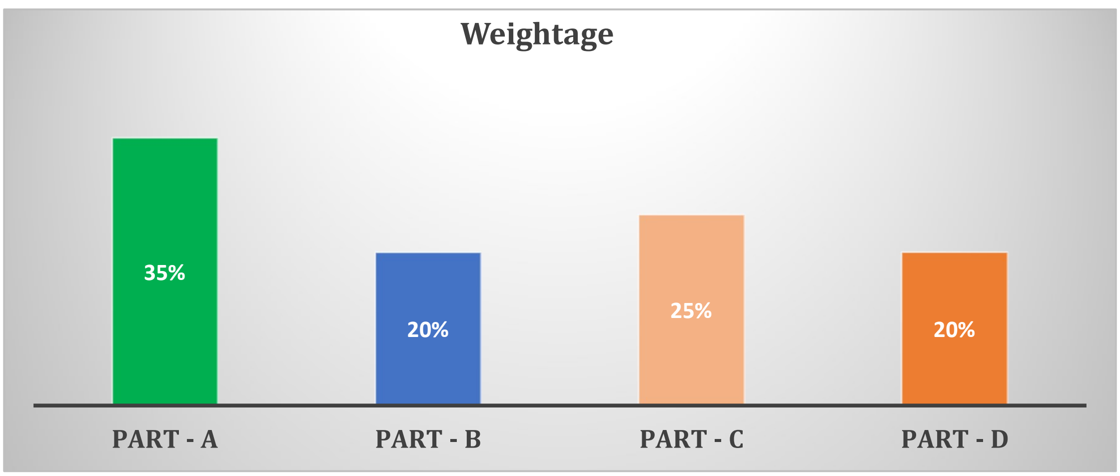
To provide the students with an in-depth knowledge of direct and indirect taxes to deal with day-to-day practical issues regarding computation of tax liabilities, taxable income, refund and filing of annual and monthly returns.

LEARNING OUTCOMES

On completion of this course, students will be able to:

- Understand the objectives of levy of taxation, and its basic concepts
- Comprehend the system of taxation in Pakistan
- Explain provisions of Income Tax Laws mainly relevant to individuals and association of persons and corporate entities
- Understand features of the direct and indirect taxes;
- Execute record-keeping, filing and tax payment requirements of principal types of taxation, relating to business;
- Recommend the management on issues, pertaining to tax liabilities of company or firm, arising from various types of income.
- Elucidate relevant Sales Tax Laws and rules
- Understand the underlying concepts of Federal Excise Act and Rules

SYLLABUS CONTENTS



PART - A
OPERATIONS MANAGEMENT

1. **Enterprise Management**
   - The challenges facing businesses in 21st century, including the impact of legal, ethical, political, social, economic, international and technological issues
   - Evaluate alternative approaches to Enterprise management; ESG (Environmental, Social, Governance) integration in enterprise strategy
2. **Operations management, and its importance for Management Accounting**
   - Mintzberg 's Effective Organization
   - Strategic Importance
3. **Production Techniques**
   - Job Method
   - Batch Method
   - Process /Flow Method
4. **Plant Maintenance**
   - Plant Maintenance Process
5. **Production Planning and Control**
   - Material Requirements Planning (MRP)
   - Manufacturing Resource Planning II (MRPll)
   - Enterprise Resource Planning (ERP)
   - Optimized Production Technology (OPT)

6. Productivity and Efficiency Evaluation
- Methods of Managing Operational Capacity

7. Quality Management
- Understanding the concept of 'Quality' and 'Quality Management'
- The Scope of Quality Management
- Quality Management Approaches
- AI-driven quality control systems
- Total Quality Management (TQM)
- Managing Quality using TQM
- Continuous Improvement (Kaizen)
- Lean Production
- Total Productive Maintenance (TPM)
- The TQMEX Model
- International Organization for Standardization (ISO)

PART - B
HUMAN RESOURCE MANAGEMENT

8. Human Resource Management
- Human Resource (HR), Human Capital and Human Resource Management (HRM)
- HR Management in Different Types of Organization (Working Arrangements), Remote work policies and hybrid workforce models
- Code of Conduct and Ethical Behaviour, Algorithmic bias in recruitment tools

9. Human Resource Practices
- Reliable HR Practices
- Human Resource Development (HRD) and HRD Approaches / Techniques

PART - C
MARKETING MANAGEMENT

10.Marketing, and Business Strategy
- Market, Marketing and Marketing Management
- Marketing Philosophies
- The Marketing Environment
- Metaverse and virtual branding strategies
- Marketing, and Corporate Strategy
- Marketing Strategy

11. Marketing Plans, Branding and Communications
- Marketing Action Plans
- Branding
- Marketing Communications

12.Developments in Marketing
- Corporate Social Responsibility, and Social Marketing
- Web3 and decentralized marketing (e.g., NFT-based campaigns)

PART – D
PERFORMANCE MANAGEMENT

13.Enterprise performance management
- Control and performance measurement
- Key Performance Indicators (KPIs)
- Real-time KPI dashboards with IoT integration
- Strategic control and critical success factors (CSFs)
- Critical Success Factors (CSFs) VS Key Performance Indicators (KPIs)
- Budgetary control systems

14.Performance measurement tools:
- Performance measures: financial and non-financial
- The balanced scorecard
- Predictive analytics for performance forecasting
- Developing a performance measurement system
- Performance: service departments and firms